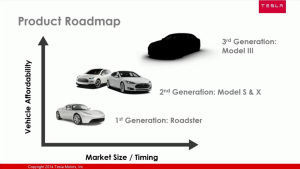
Frage 9 Welche Kundensegmente können existieren ? Beschreiben Sie die Unterschiede

  
  
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Geographisch :

Tesla Autos sind eher für den Amerikanischen und Europeischen Markt geeignet aber werden auch Welweit verkauft.

Demographisch :

Zuerst waren Tesla’s Fahrzeuge für Leute, die entweder sehr reich waren oder einen sehr guten Lohn hatten, also generell für Leute, die einen hohen University level (Entrepeneur, Ärtze ..) haben.   
Mit der Ankunft vom Model 3 werden viele neue Kunden bei Tesla ankommen, besonders aus der mittleren Klasse ( Ingenieure…)

Psychographisch :

Kunden, die entweder für den Design oder die Image vom Auto aber auch besonders für den Fakt, dass alle Fahrzeuge keine Abgase produzieren.

Das grösste Unterschied gibt es zwischen die, die sich einen roadster, Model S oder Model X leisten können und zwischen die, die sich einen Model 3 leisten können. Die ersten verdienen generäl mehr als die, die sich einen Model 3 leisten können und kaufen einen Tesla eher für die Image, weil es futuristisch ist.

Former target Market ( roadster )

Target : the original target of the tesla roadster included the upper class business executives and others who were looking for a high-end luxury car. The Tesla Roadster required a large down payement and cost over 100.000€, leading it to be unavailable to most consumers who were looking at higher-end cars, or below.

Segment : the segment of the market focused on males who were looking for a luxury sports car that also had an electric motor. The tesla roadster was not only efficientn, it was also fast and drove like a true sports car. The segment was dominated by males because of the sports car aspect of the brand an the availability.

Positioning : The tesla roadster was marketed as a high-end luxury sports car that was fully electric and able to compete with other high level luxury cars peformance. While the price was not cheap, itw as cheaper than many other high-end sports cars that were on the market at that time. It was not made to compete with the sedans but with the two-seater car market. The all electric vehicle also provided an incentive to environmental conservative drivers, allowing for zero emissions as they drove.

Current target market :

Target : The current customer of tesla is purchassing the model s vehicle that is priced at 70k. The customers are successful business executives and entrepreneurs who are also city dwellers that are tech savy and green friendly. These are wealthy and early adopters whose income levels put them in the upper-middle class segment.

Segment :

The segment of the market is individuals looking for a premium luxury car with the added benefit of being fully electric. Tesla is targeting individuals who are upper-middle class baby boomers with the typical incomes of over 100.000€ wich is based on 77% of our vehicles, so when we market our strategies, we want to keep this in mind when addressing the audience. The majority of the segement is dominantly male.

Positioning :

The model s is posting as a luxury car with great performance that simply has the added benefit of being a fully electric vehicle without sacrificing style and performance. This high-end luxury car is not missing anything from a tradionally european luxury car and that’s how tesla wants concept to be. They do not want to convey that it is primarily an electric car because at the moment electric cars do not have a sexy or glamorous reputation because of the cars they call « hybrids » that have horrible performance and style.

New target market ;

Target : in order for tesla to keep growing now and into the future, it is going to be important to expand their target market to reach more consumers. Expanding our target market to the generation Y, mid 20 ‘s to early 40’s, middle class working adults , Tesla will be able to utilize their facility while increasing production. This target market will be pinpointing the young professionals that are looking for an entry level luxury car. According to NADA DATA, the average selling price for a new car was around 30.000€ wich shows that the majority of the consumers are not spending a lot of money on cars.

Segemnts :

We are going to segment the market for our new targets in three categories ; eco friendly consumers, tech savy and entry level luxury cars. For the eco-friendly consumers, we will be able to reach them by offering a fully electric car that not only has more than double the driving range of electric competitors, but also has the style and performance that Tesla is known for. For the tech savy segment, we can reach them because the fully electric car is a growing technology wich most consumers are currently utilizing. Not only will the car itself be new technology, the interior of the car will really attract the tech savy consumer with the basic options, as well as add-ons, that will attract thems as well. The entry level luxury car segment will atract the young professionals that are in the early stages of their careers and who will want to drive a luxury car. By having an entry level price, we will be able to attract more customers which will lead to future sales and brand loyalty.

Positioning :   
We are going to position this car for the entry level luxury car that also has added benefit of being fully electric while not losing any performance. Most electric cars are viewed as « unanttractive » to younger buyers through lack of design and performance. By creating an entry level tesla car, we can use our design technology to change that image. By having an entry level luxury car that is in the 30.000€ price range, that also has the benefit of being fully electric, will attract more buyers that are currently looking for electric cars or entry level luxury cars because of the added value of zero emissions, and by having this added value, it will position our brand to save consumers more money than the tradional entry level luxury cars.

Survey Questions

1. Gender
2. Age
3. Personal Income
4. Work status
5. Education
6. Ethnicity
7. State/country
8. What type of community do you live in ?
9. How did you purchase you current vehicle ?
10. What brand of vehicle do you currently own ?
11. How many miles do you currently drive daily ?
12. How much do you currently spend on gas a week ?
13. Have you previously or currently owned a hybrid vehicle ?
14. Have you previously or currently owned an electric vehicle ?
15. Scale the factors which would influence your purchasing decision ?
16. What are you currently looking in a vehicle ?
17. What features impact your purchassing decision ?
18. Rate according to your engine preference ?
19. How Influential are/would the following factors be on your purchasing decision of an electric vehicle ?
20. Do you think electric cars are a good return on investment ?
21. How much would you be prepared to pay for a new/used NON-electric vehicle ?
22. How much would you be prepared to pay for similar model but electric vehicle ?
23. Are you environmentaly conscious ?
24. What do you think are the benefits of owning an electric vehicle ?
25. For you, what are the drawbacks of an electric car ?
26. Do you plan on buying an electric vehicle in the future ?
27. If so, how long until you plan to purchase an electric in the future ?
28. If the following vehicles were available as electric vehicles, what type of vehicle would you most likely buy ?
29. Do you think it is too early for electric cars, considering they may not be reliable enough and would you prefer buying a hrybrid car ?